



Counties: Montgomery, AL



2000 Total Population	223,510
2000 Group Quarters	12,043
2008 Total Population	227,050
2013 Total Population	232,255
2008 - 2013 Annual Rate	0.45%



2000 Households	86,068
2000 Average Household Size	2.46
2008 Households	89,963
2008 Average Household Size	2.39
2013 Households	93,130
2013 Average Household Size	2.36
2008 - 2013 Annual Rate	0.69%
2000 Families	56,807
2000 Average Family Size	3.06
2008 Families	58,567
2008 Average Family Size	3.03
2013 Families	59,899
2013 Average Family Size	3.03
2008 - 2013 Annual Rate	0.45%



2000 Housing Units	95,437
Owner Occupied Housing Units	57.8%
Renter Occupied Housing Units	32.4%
Vacant Housing Units	9.8%
2008 Housing Units	101,909
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	31.4%
Vacant Housing Units	11.7%
2013 Housing Units	106,479
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	12.5%

Median Household Income

2000	\$35,998
2008	\$42,856
2013	\$47,349

Median Home Value

2000	\$84,894
2008	\$116,431
2013	\$120,262

Per Capita Income

2000	\$19,358
2008	\$23,049
2013	\$25,707

Median Age

2000	33.5
2008	35.5
2013	36.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Montgomery, AL

**2000 Households by Income**

Household Income Base	86,031
< \$15,000	20.3%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	8.1%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	1.6%
\$200,000+	1.7%
Average Household Income	\$48,959

2008 Households by Income

Household Income Base	89,963
< \$15,000	17.3%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	8.6%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	2.2%
\$200,000+	2.2%
Average Household Income	\$56,548

2013 Households by Income

Household Income Base	93,130
< \$15,000	15.2%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	2.6%
\$200,000+	2.7%
Average Household Income	\$62,335

2000 Owner Occupied HUs by Value

Total	55,126
<\$50,000	19.3%
\$50,000 - 99,999	43.3%
\$100,000 - 149,999	18.2%
\$150,000 - 199,999	8.6%
\$200,000 - \$299,999	6.3%
\$300,000 - 499,999	3.0%
\$500,000 - 999,999	1.0%
\$1,000,000+	0.3%
Average Home Value	\$113,507

2000 Specified Renter Occupied HUs by Contract Rent

Total	30,777
With Cash Rent	93.0%
No Cash Rent	7.0%
Median Rent	\$413
Average Rent	\$418

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Montgomery, AL



2000 Population by Age

Total	223,510
0 - 4	6.9%
5 - 9	7.3%
10 - 14	7.3%
15 - 19	7.7%
20 - 24	8.3%
25 - 34	14.5%
35 - 44	15.3%
45 - 54	12.9%
55 - 64	8.0%
65 - 74	6.2%
75 - 84	4.1%
85+	1.5%
18+	74.2%

2008 Population by Age

Total	227,050
0 - 4	6.8%
5 - 9	6.5%
10 - 14	6.7%
15 - 19	7.7%
20 - 24	8.0%
25 - 34	13.6%
35 - 44	13.5%
45 - 54	14.2%
55 - 64	10.6%
65 - 74	6.2%
75 - 84	4.2%
85+	1.9%
18+	75.8%

2013 Population by Age

Total	232,255
0 - 4	6.8%
5 - 9	6.4%
10 - 14	6.4%
15 - 19	7.4%
20 - 24	8.3%
25 - 34	13.0%
35 - 44	12.8%
45 - 54	14.0%
55 - 64	12.0%
65 - 74	6.7%
75 - 84	4.1%
85+	2.1%
18+	76.4%

2000 Population by Sex

Males	47.6%
Females	52.4%

2008 Population by Sex

Males	47.8%
Females	52.2%

2013 Population by Sex

Males	47.9%
Females	52.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Montgomery, AL



2000 Population by Race/Ethnicity

Total	223,510
White Alone	48.8%
Black Alone	48.6%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	0.4%
Two or More Races	0.9%
Hispanic Origin	1.2%
Diversity Index	53.6

2008 Population by Race/Ethnicity

Total	227,050
White Alone	46.5%
Black Alone	50.1%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	0.5%
Two or More Races	1.1%
Hispanic Origin	1.7%
Diversity Index	54.8

2013 Population by Race/Ethnicity

Total	232,255
White Alone	45.1%
Black Alone	51.0%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	0.7%
Two or More Races	1.3%
Hispanic Origin	2.2%
Diversity Index	55.6



2000 Population 3+ by School Enrollment

Total	214,421
Enrolled in Nursery/Preschool	2.3%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	12.8%
Enrolled in Grade 9-12	6.0%
Enrolled in College	6.4%
Enrolled in Grad/Prof School	1.5%
Not Enrolled in School	69.5%

2008 Population 25+ by Educational Attainment

Total	145,911
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	11.3%
High School Graduate	25.1%
Some College, No Degree	21.6%
Associate Degree	6.2%
Bachelor's Degree	18.8%
Graduate/Professional Degree	12.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Montgomery, AL****2008 Population 15+ by Marital Status**

Total	181,675
Never Married	31.5%
Married	48.8%
Widowed	7.0%
Divorced	12.7%

**2000 Population 16+ by Employment Status**

Total	171,966
In Labor Force	61.3%
Civilian Employed	55.7%
Civilian Unemployed	4.0%
In Armed Forces	1.6%
Not in Labor Force	38.7%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	91.8%
Civilian Unemployed	8.2%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	92.5%
Civilian Unemployed	7.5%

2000 Females 16+ by Employment Status and Age of Children

Total	91,490
Own Children < 6 Only	7.8%
Employed/in Armed Forces	5.0%
Unemployed	0.5%
Not in Labor Force	2.2%
Own Children < 6 and 6-17 Only	6.3%
Employed/in Armed Forces	3.7%
Unemployed	0.4%
Not in Labor Force	2.2%
Own Children 6-17 Only	17.3%
Employed/in Armed Forces	12.1%
Unemployed	0.7%
Not in Labor Force	4.6%
No Own Children < 18	68.6%
Employed/in Armed Forces	32.9%
Unemployed	2.5%
Not in Labor Force	33.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.

**Counties: Montgomery, AL****2008 Employed Population 16+ by Industry**

Total	98,551
Agriculture/Mining	0.5%
Construction	5.1%
Manufacturing	6.5%
Wholesale Trade	3.0%
Retail Trade	11.3%
Transportation/Utilities	4.0%
Information	1.9%
Finance/Insurance/Real Estate	8.2%
Services	47.6%
Public Administration	11.8%

2008 Employed Population 16+ by Occupation

Total	98,551
White Collar	65.1%
Management/Business/Financial	14.6%
Professional	23.8%
Sales	12.3%
Administrative Support	14.3%
Services	17.7%
Blue Collar	17.3%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	3.6%
Production	4.4%
Transportation/Material Moving	5.5%

**2000 Workers 16+ by Means of Transportation to Work**

Total	96,943
Drove Alone - Car, Truck, or Van	82.7%
Carpooled - Car, Truck, or Van	12.4%
Public Transportation	0.7%
Walked	1.6%
Other Means	0.8%
Worked at Home	1.7%

2000 Workers 16+ by Travel Time to Work

Total	96,943
Did Not Work at Home	98.3%
Less than 5 minutes	2.7%
5 to 9 minutes	9.9%
10 to 19 minutes	43.5%
20 to 24 minutes	19.1%
25 to 34 minutes	14.8%
35 to 44 minutes	2.4%
45 to 59 minutes	2.7%
60 to 89 minutes	1.5%
90 or more minutes	1.7%
Worked at Home	1.7%
Average Travel Time to Work (in min)	20.2

2000 Households by Vehicles Available

Total	86,068
None	9.8%
1	37.5%
2	36.6%
3	12.1%
4	3.1%
5+	0.8%
Average Number of Vehicles Available	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Montgomery, AL



2000 Households by Type

Total	86,068
Family Households	66.0%
Married-couple Family	43.8%
With Related Children	20.6%
Other Family (No Spouse)	22.2%
With Related Children	15.3%
Nonfamily Households	34.0%
Householder Living Alone	29.5%
Householder Not Living Alone	4.5%

Households with Related Children	35.8%
Households with Persons 65+	22.3%

2000 Households by Size

Total	86,068
1 Person Household	29.5%
2 Person Household	31.2%
3 Person Household	17.4%
4 Person Household	13.1%
5 Person Household	5.7%
6 Person Household	2.0%
7+ Person Household	1.1%

2000 Households by Year Householder Moved In

Total	86,068
Moved in 1999 to March 2000	21.6%
Moved in 1995 to 1998	29.7%
Moved in 1990 to 1994	16.5%
Moved in 1980 to 1989	13.0%
Moved in 1970 to 1979	10.6%
Moved in 1969 or Earlier	8.6%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	95,437
1, Detached	67.0%
1, Attached	3.8%
2	2.2%
3 or 4	6.7%
5 to 9	7.1%
10 to 19	2.8%
20+	4.9%
Mobile Home	5.5%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	95,437
1999 to March 2000	2.0%
1995 to 1998	7.5%
1990 to 1994	9.0%
1980 to 1989	15.9%
1970 to 1979	22.1%
1969 or Earlier	43.5%
Median Year Structure Built	1973

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Counties: Montgomery, AL

Top 3 Tapestry Segments

1.	Family Foundations
2.	In Style
3.	Metro City Edge



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$159,004,916
Average Spent	\$1,767.45
Spending Potential Index	66
Computers & Accessories: Total \$	\$16,490,132
Average Spent	\$183.30
Spending Potential Index	77
Education: Total \$	\$95,367,651
Average Spent	\$1,060.08
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$256,828,116
Average Spent	\$2,854.82
Spending Potential Index	77
Food at Home: Total \$	\$341,888,482
Average Spent	\$3,800.32
Spending Potential Index	78
Food Away from Home: Total \$	\$240,625,888
Average Spent	\$2,674.72
Spending Potential Index	78
Health Care: Total \$	\$289,390,253
Average Spent	\$3,216.77
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$149,582,916
Average Spent	\$1,662.72
Spending Potential Index	72
Investments: Total \$	\$71,041,995
Average Spent	\$789.68
Spending Potential Index	78
Retail Goods: Total \$	\$1,832,625,134
Average Spent	\$20,370.88
Spending Potential Index	75
Shelter: Total \$	\$1,066,135,315
Average Spent	\$11,850.82
Spending Potential Index	76
TV/Video/Sound Equipment: Total \$	\$101,499,255
Average Spent	\$1,128.23
Spending Potential Index	79
Travel: Total \$	\$126,152,562
Average Spent	\$1,402.27
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$68,311,211
Average Spent	\$759.33
Spending Potential Index	76

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.